

AMENDMENT OF THE CLAIMS:

Please cancel Claims 1-16 without prejudice or disclaimer, and add new claims 79-37 as follows:

Claims 1-78

Claim 79 (new): A Web-based consumer product brand image communication network for use by brand management team members associated with a consumer product manufacturer, and consumers seeking information on a retailer's ecommerce Web site and/or in the retailer's physical store, said Web-based consumer product brand image communication network comprising:

- a relational database management system (RDBMS) for containing brand-related product information about each consumer product registered on said consumer product brand image communication network by the manufacturer of the registered consumer product;

- wherein the manufacturer sells its registered consumer product to consumers through at least one retailer having an ecommerce Web site and a physical store;

- wherein said brand-related product information contained in said RDBMS includes, for each registered consumer product, a Universal Product Number (UPN), a Trademark (TM) and a Product Descriptor (PD) associated with said registered consumer product, and also a set of Uniform Resource Locators (URLs) specifying the location of consumer product brand information assets (i.e. content) stored in Internet-based information servers,

- wherein the UPN, the TM, the PD and the set of URLs associated with each registered consumer product form a CPI link structure for that registered consumer product,

- wherein said CPI link structure is created and managed by brand management team members of the manufacturer so as to help the manufacturer to manage and communicate a composite brand image for the registered consumer product, to consumers present on the retailer's ecommerce Web site and/or in the retailer's physical store;

- a first Web-based subsystem for brand management team members to create, deploy and install one or more server-side driven, Web-based multi-mode virtual kiosks (MMVKs) along

the fabric of the World Wide Web (WWW), including at the retailer's ecommerce Web site and on a Web-based computer system within the retailer's physical store;

wherein each said multi-mode virtual kiosk can be programmed to have (i) an advertising display mode for displaying one or more advertising spots in a time-sequential order, (ii) a promotional display mode for displaying one or more promotional spots in a time-sequential order, and/or (iii) a consumer product information (CPI) display mode for displaying a set of consumer product information (CPI) assets in a selected arrangement;

a second Web-based subsystem for brand management team members to remotely program the advertising display mode of each multi-mode virtual kiosk with one or more advertising spots in a time-sequential order;

a third Web-based subsystem for brand management team members to remotely program the promotional display mode of each multi-mode virtual kiosk with one or more promotional spots in a time-sequential order; and

a fourth Web-based subsystem for brand management team members to remotely program the consumer product information display mode of each multi-mode virtual kiosk with one or more consumer product brand information assets in a selected arrangement;

whereby the execution of said advertising display mode, said promotional display mode and said consumer product information (CPI) display mode of said Web-based multi-mode virtual kiosk installed along the fabric of the WWW at the retailer's ecommerce Web site and/or on the Web-based computer system within the retailer's physical store, enables the manufacturer of the registered consumer product to deliver a composite brand image for the registered consumer product, to a consumer who launches and displays the installed multi-mode virtual kiosk at the retailer's ecommerce Web site and/or on the Web-based computer system within the retailer's physical store.

Claim 80 (new): The Web-based consumer product brand image communication network of claim 79, wherein said fourth Web-based subsystem further provides services that enable brand management team members to create and manage said CPI link structure for each registered consumer product of the manufacturer.

Claim 81 (new): The Web-based consumer product brand image communication network of claim 79, wherein the UPN, TM, and PD of each said CPI link structure are used to index each advertising spot, promotional spot, and other consumer product information assets located at the URLs associated with said CPI link structure.

Claim 82 (new): The Web-based consumer product brand image communication network of claim 79, wherein each said CPI link structure defines a network of URLs on the WWW, specifying the location of advertising spots (i.e. advertisements), promotional spots (i.e. promotions) and consumer product information assets that are available for serving from Internet-enabled information servers, to the consumer's said Web-based computer system during the display operation of said multi-mode virtual kiosk, and thereby enabling the management of the consumer product's composite brand image by managing said network of URLs on the WWW.

Claim 83 (new): The Web-based consumer product brand image communication network of claim 79, wherein brand images and messages are communicated to consumers through one or more of the three display modes in said multi-mode virtual kiosk, namely: said advertising display mode; said promotional display mode; and said consumer product information (CPI) display mode.

Claim 84 (new): The Web-based consumer product brand image communication network of claim 79, wherein when the user clicks on a tag associated with said multi-mode virtual kiosk, installed along the fabric of the WWW, a combination of the three display modes will play automatically for the consumer, in a sequence determined by the brand management team members, so as to deliver a brand experience to the consumer which seeks to create the desired composite brand image in the mind of the consumer, for the registered consumer product.

Claim 85 (new): The Web-based consumer product brand image communication network of claim 79, wherein said multi-mode virtual kiosk is launched by the consumer clicking on a graphical icon placed in proximity with an image of the consumer product being offered for sale on the retailer's ecommerce Web site.

Claim 86 (new): The Web-based consumer product brand image communication network of claim 79, wherein said multi-mode virtual kiosk is launched by the consumer clicking on an image of the consumer product being offered for sale on the retailer's ecommerce Web site.

Claim 87 (new): The Web-based consumer product brand image communication network of claim 79, wherein said multi-mode virtual kiosk is launched by the consumer clicking on an image or graphical icon on a Web page associated with the consumer product and displayed on the Web-based computer system within the retailer's physical store.

Claim 88 (new): The Web-based consumer product brand image communication network of claim 79, wherein said Web-based computer system is a bar-code driven physical retail kiosk located within the retailer's physical store, and wherein said multi-mode virtual kiosk is launched by the consumer scanning a UPN-encoded bar code symbol on the registered consumer product using said bar-code driven physical retail kiosk.

Claim 89 (new): A Web-based consumer product brand image communication network for use by brand management team members associated with a consumer product manufacturer, and consumers seeking information on a retailer's ecommerce Web site and/or in the retailer's physical store, said Web-based consumer product brand image communication network comprising:

- a relational database management system (RDBMS) for containing brand-related product information about each consumer product registered on said consumer product brand image communication network by the manufacturer of the registered consumer product;

- wherein the manufacturer sells its registered consumer product to consumers through at least one retailer having an ecommerce Web site and a physical store;

- wherein said brand-related product information contained in said RDBMS includes, for each registered consumer product, a Universal Product Number (UPN), a Trademark (TM) and a Product Descriptor (PD) associated with said registered consumer product, and also a set of Uniform Resource Locators (URLs) specifying the location of consumer product brand information assets (i.e. content) stored in Internet-based information servers,

wherein the UPN, the TM, the PD and the set of URLs associated with each registered consumer product form a CPI link structure for that registered consumer product,

wherein said CPI link structure is created and managed by brand management team members of the manufacturer so as to help the manufacturer to manage and communicate a composite brand image for the registered consumer product, to consumers present at the retailer's ecommerce Web site and the retailer's physical store;

a first Web-based subsystem for brand management team members to create, deploy and install one or more server-side driven, Web-based multi-mode virtual kiosks (MMVKs) along the fabric of the World Wide Web (WWW), including the retailer's ecommerce Web site and the retailer's physical store, wherein each said multi-mode virtual kiosk can be programmed to have (i) an advertising display mode for displaying one or more advertising spots in a selected order, and/or (ii) a consumer product information (CPI) display mode for displaying a set of consumer product information (CPI) assets in a selected arrangement;

a second Web-based subsystem for brand management team members to remotely program the advertising display mode of each multi-mode virtual kiosk with one or more advertising spots in a time-sequential order; and

a third Web-based subsystem for brand management team members to remotely program the consumer product information display mode of each multi-mode virtual kiosk with one or more consumer product brand information assets in a selected arrangement;

whereby the execution of said advertising display mode and said consumer product information (CPI) display mode of said Web-based multi-mode virtual kiosk installed along the fabric of the WWW at the retailer's ecommerce Web site and/or on Web-based computer system present within the retailer's physical store, enables the manufacturer of the registered consumer product to deliver a composite brand image for the registered consumer product, to a consumer who launches and displays the installed multi-mode virtual kiosk at the retailer's ecommerce Web site and/or on the Web-based computer system within the retailer's physical store.

Claim 90 (new): The Web-based consumer product brand image communication network of claim 89, wherein said server-side driven Web-based multi-mode virtual kiosks further comprises (iii) a promotional display mode for displaying one or more promotional spots in a time-sequential order, and wherein said Web-based consumer product brand image

communication network further comprises a fourth Web-based subsystem for brand management team members to remotely program the promotional display mode of each multi-mode virtual kiosk with one or more promotional spots in a time-sequential order.

Claim 91 (new): The Web-based consumer product brand image communication network of claim 89, wherein said third Web-based subsystem further provides services that enable brand management team members to create and manage said CPI link structure for each registered consumer product of the manufacturer.

Claim 92 (new): The Web-based consumer product brand image communication network of claim 89, wherein the UPN, TM, and PD of each said CPI link structure are used to index each advertising spot, promotional spot, and other consumer product information assets located at the URLs associated with said CPI link structure.

Claim 93 (new): The Web-based consumer product brand image communication network of claim 90, wherein each said CPI link structure defines a network of URLs on the WWW, specifying the location of advertising spots (i.e. advertisements), promotional spots (i.e. promotions) and consumer product information assets that are available for serving from Internet-enabled information servers, to the consumer's said Web-based computer system during the display operation of said multi-mode virtual kiosk, and thereby enabling the management of the consumer product's composite brand image by managing said network of URLs on the WWW.

Claim 94 (new): The Web-based consumer product brand image communication network of claim 90, wherein brand images and messages are communicated to consumers through one or more of the three display modes in said multi-mode virtual kiosk, namely: said advertising display mode; said promotional display mode; and said consumer product information (CPI) display mode.

Claim 95 (new): The Web-based consumer product brand image communication network of claim 89, wherein when the user clicks on a tag associated with said multi-mode virtual kiosk,

installed along the fabric of the WWW, a combination of the three display modes will play automatically for the consumer, in a times-sequential sequence determined by the brand management team members, so as to deliver a brand experience to the consumer which seeks to create the desired composite brand image in the mind of the consumer, for the registered consumer product.

Claim 96 (new): The Web-based consumer product brand image communication network of claim 89, wherein said multi-mode virtual kiosk is launched by the consumer clicking on a graphical icon placed in proximity with an image of the consumer product being offered for sale on the retailer's ecommerce Web site.

Claim 97 (new): The Web-based consumer product brand image communication network of claim 89, wherein said multi-mode virtual kiosk is launched by the consumer clicking on an image of the consumer product being offered for sale on the retailer's ecommerce Web site.

Claim 98 (new): The Web-based consumer product brand image communication network of claim 89, wherein said multi-mode virtual kiosk is launched by the consumer clicking on an image or graphical icon on a Web page associated with the consumer product and displayed on the Web-based computer system within the retailer's physical store.

Claim 99 (new): The Web-based consumer product brand image communication network of claim 89, wherein said Web-based computer system is a bar-code driven physical retail kiosk located within the retailer's physical store, and wherein said multi-mode virtual kiosk is launched by the consumer scanning a UPN-encoded bar code symbol on the registered consumer product using said bar-code driven physical retail kiosk.